

For Immediate Release

RingDesigner.com[®]
Specializing in high quality jewelry at low Internet pricing

August 29, 2001

Survey Results Proof of On-Line Concept

30% of RingDesigner.com's Customers return survey

The RingDesigner.com Internet web site (www.ringdesigner.com) specializes in providing diamond engagement rings, bridal sets, anniversary rings and wedding bands to consumers at prices significantly lower than traditional sources. The initial business/marketing plan included the key elements of world class Customer service, extremely high quality of product and low Internet pricing.

To measure the pulse of its on-line e-commerce diamond Jewelry customer and to measure the effectiveness of their RingDesigner.com concept, Mark Hoyt and Greg Gates, Co-Founders, surveyed all of their Customers who where fulfilled in 2001 between January and July. "We asked 5 direct to the point questions. We wanted no chance of misinterpreting the feedback. The results of our survey were better than Mark and I could ever have hoped" remarked Gates. "We knew we were focused on the Customer, but the survey results were a great proof of concept for us. But, we can not rest on our laurels. The bar is set high and we must maintain or exceed previous results."

Here were the questions asked and their returned results:

Question:

Rate RingDesigner.com's Customer Service? Excellent-Very Good-Average-Below Average-Poor

Result:

100% rated RingDesigner.com's Customer Service either Excellent or Very Good

Question:

Rate RingDesigner.com's Product Value? Excellent-Very Good-Average-Below Average-Poor

Result:

100% rated RingDesigner.com's Product Value either Excellent or Very Good

Question:

Rate RingDesigner.com's Product Quality? Excellent-Very Good-Average-Below Average-Poor

Result:

100% rated RingDesigner.com's Product Quality either Excellent or Very Good

Question:

Would you recommend RingDesigner.com to others? Yes or No

Result:

100% said Yes

Question:

Would you buy again from RingDesigner.com? Yes or No

Result:

100% said Yes

"RingDesigner.com's revenues will triple for 2001 compared to 2000," said Mark Hoyt. "That is a further indicator that the concept is working and the survey results are well founded."

About 1RingDesigner.com, Inc.

1RingDesigner.com, Inc.[®] is wholly owned corporation by Mark D. Hoyt and Greg L. Gates. The business is based and operated from Lake Oswego, Oregon, USA south of Portland. RingDesigner.com is a unique "e-tailer" offering over 4,000 products with the blend of high heirloom quality jewelry, provided at low Internet pricing, with superior one to one customer service. If not satisfied for any reason, RingDesigner.com backs up its products by offering a 100%, no-hassle refund guarantee for all its jewelry products. All Press and Media contacts should be made to Greg Gates at greg@ringdesigner.com or 503-670-7218. Audit and financial is assigned to Delap White Caldwell & Croy, LLP (DWCC), Certified Public Accountants, Lake Oswego, OR (www.yourcpas.com/), and legal is assigned to Edward L. Ferrero, P.C., Lake Oswego, OR.